

ORDER



WAVY

Orders
Order / Rev: 215685
Alt Order #: 06865522
Product Desc: 10/23-10/29 PRIORITIES USA ACT
Estimate: 1789
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7584/SP7302

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	15	\$51,400.00	\$43,690.00
10/29/12	10/29/12	2	\$4,600.00	\$3,910.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$51,400.00	\$43,690.00	0.00
November 2012	2	\$4,600.00	\$3,910.00	0.00
Totals	17	\$56,000.00	\$47,600.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	33%	\$56,000.00
Market	100%	\$169,696.97

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$10,181.82
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$39,030.30
WTVZ	4%	\$6,787.88
WVBT	8%	\$13,575.76
WVEC	26%	\$44,121.21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/23/12	10/23/12	WAVY News @ Sunrise	CM	5a-6a	-T-----	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
WAVY NEWS-5A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1			\$4,000.00		0.00			
E 2	WAVY	10/25/12	10/25/12		CM	5a-6a	---T---	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News @ Sunrise															
WAVY News @ Sunrise															
WAVY NEWS-5A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$4,000.00		0.00			
E 3	WAVY	10/29/12	10/29/12	WAVY News @ Sunrise	CM	5a-6a	M-----	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
WAVY News @ Sunrise															
WAVY NEWS-5A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$4,000.00		0.00			
E 4	WAVY	10/24/12	10/24/12	Today Show M-F	CM	7a-9a	--W----	1:00	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
Today Show M-F															
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$6,000.00		0.00			
E 5	WAVY	10/26/12	10/26/12	Today Show M-F	CM	7a-9a	----F--	1:00	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
Today Show M-F															
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$6,000.00		0.00			
E 6	WAVY	10/23/12	10/23/12	Today Show 2	CM	9a-10a	-T-----	1:00	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
Today Show 2															
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$3,000.00		0.00			
E 7	WAVY	10/24/12	10/24/12	Today Show 3	CM	10a-11a	--W----	1:00	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
Today Show 3															
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$2,000.00		0.00			
E 8	WAVY	10/25/12	10/25/12	Hampton Roads Show	CM	11a-12p	---T---	1:00	1	\$600.00	P1	0.00	NM	1	\$600.00
Hampton Roads Show															
HAMPTN RDS SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$600.00		0.00			
E 9	WAVY	10/26/12	10/26/12	WAVY News 10 @ Noon	CM	12p-1p	----F--	1:00	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
News 10 @ Noon															
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,200.00		0.00			
E 10	WAVY	10/29/12	10/29/12	M-F 2-3p	CM	2-3p	M-----	1:00	1	\$600.00	P1	0.00	NM	1	\$600.00
The Doctors															
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$600.00		0.00			
E 11	WAVY	10/24/12	10/24/12	WAVY News 10 @ 530p	CM	530p-6p	--W----	1:00	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
News 10 @ 530p															
WAVY10NWS-5.30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$5,000.00		0.00			
E 12	WAVY	10/25/12	10/25/12	WAVY News 10 @ 6p	CM	6p-630p	---T---	1:00	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
News 10 @ 6p															
WAVY NEWS10-6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$6,000.00		0.00			
E 13	WAVY	10/23/12	10/23/12	M-F 7-730p	CM	7-730p	-T-----	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
M-F 7-730p															
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$4,000.00		0.00			
E 14	WAVY	10/25/12	10/25/12		CM	1134p-1237a	---T---	1:00	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show/Jay Leno											
				Tonight Show w/Leno											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	---T---			1		\$2,000.00		0.00				
E 15	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	1:00	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY News 10 Sa 7a											
				WAVY NWS SAT7A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-----S-			1		\$3,000.00		0.00				
E 16	WAVY	10/27/12	10/27/12	Sa 7-8p	CM	7p-8p	-----S-	1:00	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
				Sa 7-8p											
				ENT TONITE60 W											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-----S-			1		\$1,000.00		0.00				
E 17	WAVY	10/28/12	10/28/12	Today Show Su	CM	8a-9a	-----S	1:00	1	\$3,600.00	P1	0.00	NM	1	\$3,600.00
				Today Show Sunday											
				SUNDAY TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-----S			1		\$3,600.00		0.00				
													Totals	17	\$56,000.00